C4725-2 A

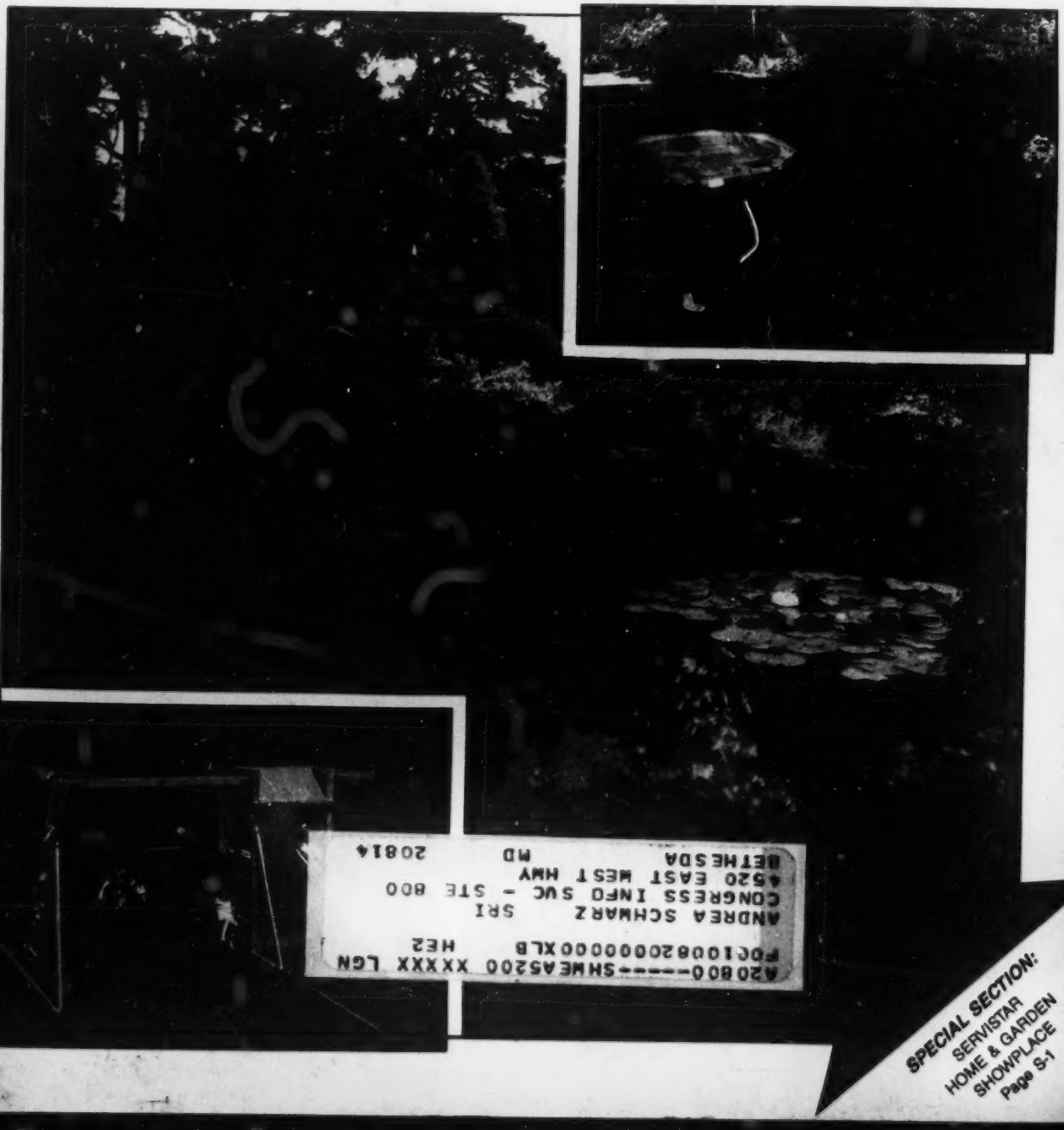
Lawn&Garden Marketing™

SEPTEMBER 1989

An Intertec publication

Cover story: Outdoor DIY project kits

Spark plugs' design • NLGDA annual meeting



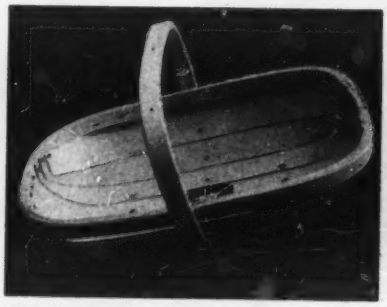
SPECIAL SECTION:
SERVISTAR
HOME & GARDEN
SHOWPLACE
Page S-1

PUBLISHED 10 TIMES ANNUALLY
SEPTEMBER 1989
VOL. 28, NO. 8

Lawn&Garden Marketing™

The merchandising magazine for lawn, garden and leisure living products.

Outdoor DIY kits, 6



Worth a Look, 14

Special section: SERVISTAR, S-1

Features

Outdoor DIY kits building in popularity

The popularity of decks, water gardens and swing sets is reflecting a renewed interest in outdoor projects and activity. More than just a means of backyard beauty and entertainment, outdoor DIY kits are a financial investment with a strong resale value. 6

Getting the most from ad dollars

There are hundreds of ways to spend your advertising dollars, but one of the least expensive may be the *Yellow Pages*. Here are 10 ways to make sure your ad makes an impact. 30

Special section

SERVISTAR: New Program targets independents. S-1

Distributors,manufacturers exchange ideas

The forum for exchange was the National Lawn and Garden Distributors Assn. annual meeting held in Vancouver, British Columbia. 50

"From the Editor" photo and cover photo of deck by Kevin Anderson. Play center photo on cover courtesy of Creative Playthings Ltd.; water pond photo on cover courtesy of Lotus of America Inc.

Departments

Calendar

Upcoming events include GLEE-International Garden and Leisure Exhibition, Commerce Distributors Spring '90 Trade Show and Ace 1989 Fall Convention and Exhibits. 17

Power Equipment Report

New dealer association formed; PPEMA elects new officers; Product liability legislation introduced; Kubota streamlines distribution: Poulan acquires Georgia distributor. 22

Retail Marketplace

Californians account for 11 percent of total L&G sales; Security awards innovative marketing; Colored mulches improve plants' growth; Gardening topics of interest to consumers 24

Questionnaire

1990 inventory/sales plans. Annually in the November/December Market Data issue, *Lawn & Garden Marketing* reports how the lawn and garden industry has fared in the previous year and projects how the industry will fare in the coming year. What are your strategies, opinions and projections for 1990?. 25

In the News. 34

Product Listings. 36

Columns

From the Editor

By Susan L. Anderson 2

Retail Workshop

By Ian Baldwin 8

Speaking of Power

By Dale Graves 12

Worth a Look

By Dr. Frank A. Viggiano Jr. 14

On the Market

By Jane Forman Cigard 20

Did you know?

Fifty-four percent of Americans say mowing the lawn is "risky."

Source: Louis Harris & Associates

Lawn & Garden Marketing (ISSN 0091-4665) is published 10 times annually free to qualified subscribers by Intertec Publishing, 9221 Quivira Rd., Overland Park, KS 66215. 2nd-class postage paid at Shawnee Mission, KS and additional mailing offices. POSTMASTER: Send address changes to *Lawn & Garden Marketing*, P.O. Box 12960, Overland Park, KS 66212.
Copyright 1989 INTERTEC PUBLISHING. All rights reserved.

Californians account for 11 percent of total L&G sales

According to a recent study by the University of California Cooperative Extension department, Californians purchased $2 billion worth of lawn and garden products in 1988. Total sales of lawn and garden products nationwide reached an estimated $18 billion, according to the study.

Titled "Marketing Study of California Lawn and Garden Consumers," the study is based on the responses to a written questionnaire mailed to 1,000 randomly selected households—a 22.2 percent response rate was obtained.

When asked to rank the reasons they garden, more than 48 percent of the respondents ranked "beautification or decorative value" No. 1; more than 25 percent ranked "increase property value" No. 1. "Hobby" was the third most often mentioned No. 1 reason to garden.

Of the 9.5 percent who do not garden, 50 percent said they don't have a yard. Twenty percent said they weren't interested in gardening, and 20 percent said they don't have time to garden.

The respondents had a definite opinion on where they preferred to purchase their garden supplies; 57 percent said they had a favorite place to shop. Of those who had a preference, 62 percent said a full-service garden center was their favorite place to shop. Hardware/home improvement was the second favorite with 21 percent of the respondents preferring to shop there. Only 10 percent preferred shopping at discount/department stores.

Survey results showed that those respondents who preferred to shop at full-service garden centers were more likely to cite quality and knowledgeable salespeople as reasons to shop there. They also were less likely to mention price as a reason to shop at a garden center.

California gardeners didn't travel far when going to buy garden supplies. Most—35 percent—travel more than one mile but no further than three miles to make their purchases. Twenty-five percent said they travel more than three miles but less than five. Only 8 percent said they travel more than 10 miles.

The study sells for $10; shipping and handling is included. For more information or to request a copy contact, U.C. Cooperative Extension, 21150 Box Springs Road, Moreno Valley, CA 92387-8708, (714) 683-6491.

Security awards innovative marketing

Security Products Co., Atlanta, presented its first President's Awards.

The winners were announced at the National Hardware Show® in August. They are Woolworth Garden Centers, Burlingame, Calif., which operates 27 garden centers in California; Farmland Industries, Kansas City, Mo., which services 2,200 independent cooperatives; Caldwell Supply, a distributor to the Northeast region; Cal-Liquid, Pasadena, Calif., which distributes products in Southern California; and Pennington Seed, Orlando, Fla., which services 2,400 retail accounts.

All these marketers have shown innovative ways to increase the sales of Security products in their regions.

Colored mulches improve plants' growth

According to a report in *American Horticulturist*, United States Department of Agriculture researchers have found that the color of mulch can affect plant growth. The effects of white, yellow, red and blue mulches were measured. The different colors caused changes in yield, leaf shape, stem growth and rooting.

For example, tomatoes grown on red mulch had a 20 percent greater yield than those grown on black plastic. Bell peppers and potatoes grown on white mulch produced more than their counterparts on the other colors of mulch.

While mulches have many benefits, including weed prevention and moisture retention, colored mulches may improve overall plant growth.

Briefs

• The Lawn & Garden Dealer's Assn. has signed an agreement with MCI Telecommunications so that members can receive a discount on their long distance calls. LGDA also offers a low rate for processing Visa and MasterCard. For more information, contact LGDA, P.O. Box 54820, Tulsa, OK 74155-0820, (918) 496-2725.

• Lee Mitchell has been elected president of the American Assn. of Nurserymen. He started his own landscaping business in 1959. He formerly represented AAN's region VI.

• Matthew L. Drozdoff has been appointed vice president and general manager of **Colorite Plastics Co.**, Ridgefield, N.J. He will oversee manufacturing, marketing, sales, distribution and customer service in all the company's locations.

• *Inc.* magazine recently honored Apopka, Fla.-based **Weathashade Corp.**, manufacturer of outdoor garden fabrics, as one of the 500 fastest growing, privately held companies in 1988. To qualify, a company's 1983 sales must have been no less than $100,000 and no more than $25 million. The ranking is based on a percentage increase in sales over the five year period.

Gardening topics of interest to consumers

The percentage of California consumers who are interested in learning more about these gardening activities and topics:

Topic/Activity	Percent	Topic/Activity	Percent
Flower gardening	59.5	Insects/bug problems	52.5
Lawn care	45.5	Weed control	45.0
Container plants	38.0	Plant diseases	41.0
Fruit trees or berry plants	35.0	Fertilizers	31.5
Vegetable gardening	34.0	Irrigation	28.0
Ornamental trees or shrubs	25.0	Safe use of pesticides	25.0

Source: University of California Cooperative Extension study